

## CLAIMS

1 A viewer history management apparatus for managing a state in which a viewer terminal having a browser function views a Web site to which it is connected via an Internet connection server, the viewer history management apparatus comprising:

customer management means for managing customer registration data relating to the viewer terminal;

content supply management means for managing content supply states relating to the Web site;

means for managing connection validation information relating to connections to the Internet by the viewer terminal;

viewed contents monitoring means for managing Web site access histories of the viewer terminal;

means for managing purchase history information of a customer operating the viewer terminal; and

viewer behavior collection and analysis means for collecting attribute information that is created by associating static information of the viewer terminal accessing the Web site with dynamic information relating to the behavior of the viewer of the viewer terminal from the connection validation information management means.

2 A viewer history management apparatus for managing a state in which a viewer terminal having a browser function views a Web site connected to the Internet, the viewer history management apparatus comprising:

customer management means for managing customer registration data relating to the viewer terminal;

content supply management means for managing content supply states relating to the Web site;

viewed contents monitoring means for managing Web site access histories of the viewer terminal;

means for managing purchase history information of a customer operating the

viewer terminal; and

viewer behavior collection and analysis means for collecting attribute information that is created by associating static information of the viewer terminal accessing the Web site with dynamic information relating to the behavior of the viewer of the viewer terminal using at least one of the customer management means, the contents supply management means, the viewed contents monitoring means, and the purchase history monitoring means.

3 A viewer history management apparatus according to claim 1 or 2, wherein the viewer behavior collection and analysis means retrieves from the attribute information the static information corresponding to the dynamic information that meets predetermined retrieval conditions, and also retrieves from the attribute information the dynamic information corresponding to the static information that meets predetermined retrieval conditions.

4 A viewer history management apparatus according to claim 3, further comprising content supply means for delivering in accordance with the retrieval conditions surveys, electronic mail, advertisements, or predetermined content to the viewer terminals that correspond to the retrieved static or dynamic information.

5 A viewer history management apparatus according to any of claims 1 to 4, wherein a predetermined viewer terminal that is accessing the Web site is provided with content delivery validation means for validating a delivery of contents of the Web site to the predetermined viewer terminal based on the static information and the dynamic information in the viewer terminal.

6 A viewer history management apparatus according to any of claims 1 to 5, wherein Web sites currently being viewed by the viewer terminal are identified by the connection validation information management means.

7 A viewer history management method for managing a state in which a viewer terminal having a browser function views a Web site to which it is connected via an Internet connection server, in which:

customer registration data relating to the viewer terminal is registered in advance;

content supply states relating to the Web site are registered in advance;  
connection validation information relating to connections to the Internet by the viewer terminal are managed;

Web site access histories of the viewer terminal are managed;  
purchase history information of a customer operating the viewer terminal is managed; and

attribute information that is created by associating static information of the viewer terminal accessing the Web site with dynamic information relating to the behavior of the viewer of the viewer terminal is collected based on the connection validation information.

8 A viewer history management method for managing a state in which a viewer terminal having a browser function views a Web site connected to the Internet, in which:

customer registration data relating to the viewer terminal is registered in advance;

content supply states relating to the Web site are registered in advance;

Web site access histories of the viewer terminal are managed; and

attribute information that is created by associating static information of the viewer terminal accessing the Web site with dynamic information relating to the behavior of the viewer of the viewer terminal is collected from at least one of the customer registration data, the content supply states, and the Web site access history.

9 A viewer history management apparatus for providing attribute information of a viewer using a viewer terminal to a content supply apparatus that supplies contents of a WWW page to the viewer terminal via the Internet, comprising:

customer management means for managing customer registration data relating to the viewer terminal;

content supply management means for managing content supply states relating to the Web site;

means for managing connection validation information relating to connections to the Internet by the viewer terminal;

viewed contents monitoring means for managing Web site access histories of the viewer terminal;

means for managing purchase history information of a customer operating the viewer terminal; and

viewer behavior collection and analysis means for collecting attribute information that is created by associating static information of the viewer terminal accessing the Web site with dynamic information relating to the behavior of the viewer of the viewer terminal from the connection validation information management means.

10 A viewer history supply method for supplying attribute information of a viewer using a viewer terminal to a content supply apparatus that supplies contents of a WWW page to the viewer terminal via the Internet, in which:

customer registration data relating to the viewer terminal is registered in advance;

content supply states relating to the Web site are registered in advance;

connection validation information relating to connections to the Internet by the viewer terminal are managed;

Web site access histories of the viewer terminal are managed;

purchase history information of a customer operating the viewer terminal is managed; and

attribute information that is created by associating static information of the viewer terminal accessing the Web site with dynamic information relating to the behavior of the viewer of the viewer terminal is collected from the connection validation information management means.